

HASTINGS XX-TRA

DECEMBER, 1940

Devoted to the Interests of All Gold Leaf Users and
of the Dealers and Sales People Who Serve Them
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PACK 15, BOOK 4

A World's Record?



Otto Vieth, Jr., of Menominee, Michigan, sent us the above old photograph of a front done by him more than 25 years ago. He claims there were something over fourteen hundred individual gold leaf letters on the front. To the best of our knowledge, this is a world's record.

Mr. Vieth also says his sons, who are just entering the business, make the fourth generation of exclusive Hastings Gold Leaf users.

Genuine Platinum Leaf the Ideal Medium for Silver Effects Outdoors

Pictured at right is the beautiful entrance-way showing the outer vestibule at 67 Wall Street, New York City, headquarters of the International Nickel Company, Incorporated.

Genuine Platinum Leaf not only stands up indefinitely out of doors, but blends harmoniously with the chrome trim used around the door ways of this building.

When you consider the years of service genuine platinum leaf will give when used for outdoor gilding work, this leaf is an economical investment.

Platinum Leaf is beaten from pure platinum in much the same manner as is gold leaf, and the application principles of platinum leaf are almost identical with those of gold leaf.

Wherever you have an outdoor gilding job requiring silver effects, which you wish to make permanent, we suggest you try Hastings genuine Platinum Leaf, beaten exclusively in this country by Hastings & Company.



Genuine Platinum Leaf adds long life and beauty to this entrance design.

New "Practical Suggestions for Sign Painters"

One of the most popular Hastings booklets ever published was the past edition of "Practical Suggestions for Sign Painters." It has helped thousands of sign men with practical aids for better sign work over a period of years.

Now it is ready in a newly revised edition, complete with the most up-to-date information on the application of gold and other leaf. Also included is a complete chapter on truck lettering which is sure to prove popular with sign men.

If you desire a copy, Hastings will be pleased to forward it to you. All you need do is drop a postcard to Hastings, and your copy will be sent to you free.

Gold Leaf Can "Take It" Says Mayor



Hastings Gold Leaf can really "take it" is the opinion of F. Maupin, Mayor of McGehee, Arkansas. Before taking office as Mayor, Maupin was in the sign business, and the photograph above shows a job done by him in 1926. It has never been retouched, re-

varnished, or altered since and is still in good condition. Hastings XX Deep was used.

Thanks, Mayor Maupin, for your very nice letter and you may be sure of very sincere wishes for success in your new venture.

A MAGAZINE OF VALUABLE IDEAS FOR GOLD LEAF USERS

This is the 54th Issue of
HASTINGS XX-TRA

JOHN V. HASTINGS, JR., Editor

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*Hastings & Co. was founded in 1820 by
Dr. John Hastings and has continued for
120 years in the control of the Hastings
family.*

JOHN V. HASTINGS, JR.

G. BRINTON THOMAS, JR.

HENRY B. ROBB, JR.

Partners

PACK 15

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BOOK 4

**CHRISTMAS
NINETEEN HUNDRED
FORTY**

The world today is a hectic one . . . history is made to order for every edition of your daily newspaper. And, while it's good to be alive in such stirring times, it's also good to know that you can depend on something, believe in something, look for something and know it's there.

Yes . . . whatever happens between now and December 25th you know that there will be the same bustling, elbowing crowds breathless in their rush to spend for choice gifts. The same eager, anticipatory light in youngsters' eyes as they nose against shop windows crammed with toys. The same "night before" feeling . . . the same "good to be alive" glow when Christmas Day, 1940, dawns again.

Yet, while Christmas this year is essentially the same Christmas the world has known for nineteen hundred and forty years, there is a definite difference. This year, there is coupled to our annual Christmas feelings the united and militant desire of a people who want to keep their right to celebrate without hypocrisy a holiday dedicated to "peace on Earth, good will toward Men."

John V. Hastings Jr.

Two "Kids" that Were "Goats" Makes an Unusual Sign Oddity

RECENTLY we had called to our attention the sign at right which will be found adorning the entrance to the Spanjer Sign Company Building at 244 Canal Street, New York City.

We quote directly from the letter we recently received from the Spanjer Sign Company:

"We are pleased to advise you as follows—about ten years ago we had the pleasure of executing a large outdoor sign order for the Centemeri Glove Company. Among other items, we were to make two carved wood reproductions of 'KIDS.' They were to be gilded with gold leaf and placed on the corners of their building.

"It seems that when the order for the wood carving was placed, the term 'GOATS' was used, consequently, when we began to install our signs the architect immediately detected the error and it was necessary for us to make new ones.

"So, Mr. Spanjer had the goats mounted on bevel edged plaques, as shown on the accompanying photograph, and these were placed on the front of our own building and during the ensuing years they attracted a great deal of attention and aroused considerable comment.

"Recently, we refinished one of these plaques and the goat is leafed with Palladium and it is very striking, as you can see from the photograph."



If any of you sign painters know of any other sign oddity like the one pictured above, we would be glad to receive complete information for publication in a future issue of Hastings XX-tra.

New Danger for Signs

The following is quoted from a recent N.S.A. News letter:

"Our good friend, Fritz Skoler, of the Massachusetts Paint Company, Springfield, Massachusetts, sends a warning. Many fine jobs on window glass and on automobile surfaces are now being injured or destroyed by a new glass cleaning fluid made for auto and general window cleaning. These fluids contain a solvent. Some merchants are using these fluid sprays to clean their windows and destroy lettering as if a weak coat of paint remover were applied, causing the paint to wrinkle, etc. Likewise, it has proved injurious to truck and car lettering."

Good Custom to Follow

In order to insure long service from sign work, many sign contractors leave a small card with the customer, similar to the sample printed below, upon completion of their work.

CARE OF YOUR SIGN

1. Don't wash windows for several days after signs have been varnished.
2. Don't wash or wipe windows when they are steamy or sweaty.
3. Don't use cleaning powders, ammonia, or alcohol in washing over letters.
4. Don't use a squeegee on inside of window over lettering.
5. Use only clear water and a soft cloth or chamois to wash over lettering.
6. Have window lettering revarnished at least once a year.

Don't Overlook Churches

Our good friend, Jack Hassler, well-known Philadelphia steeplejack, has just completed regilding the Cross on top of the Cathedral on Philadelphia's beautiful Parkway.

He very kindly sent us the photograph reproduced here, on which you can see



some of the scaffolding used in doing this job — and if you look hard enough you will see Jack standing on the top scaffold a little to the right of the top part of the Cross.

In their rush for sign business, many sign painters overlook this class of business which frequently runs into quite sizable jobs. We suggest you look around the home town for regilding jobs on decorative objects adorning public buildings and churches.



A Gold Leaf Career

On a recent southern trip our representative Walt Ebrey was introduced to Mr. Elmo Walton Stuiwe of Winston-Salem, North Carolina.

In the course of the conversation, it turned out that Mr. Stuiwe was the original Coca-Cola sign man, having traveled for this company from Canada to South America in the early days. Mr. Stuiwe said he started using Hastings Gold Leaf about 1888, and is still convinced of its superiority.

He Really "Covers" Barrington, Illinois

H. F. GREBE of the Grebe Sign Service, Barrington, Illinois, certainly does not let any grass grow under his feet when it comes to selling nice-looking gold leaf lettered truck jobs.

It looks to us as though he had "plastered" the town of Barrington, Illinois, with Hastings XX Deep and Patent Gold Leaf. Because of space limitations we were only able to picture five of the more than one dozen photographs that Mr. Grebe sent to us.

It is a privilege to quote the following two paragraphs from Mr. Grebe's letter enclosed with these pictures:

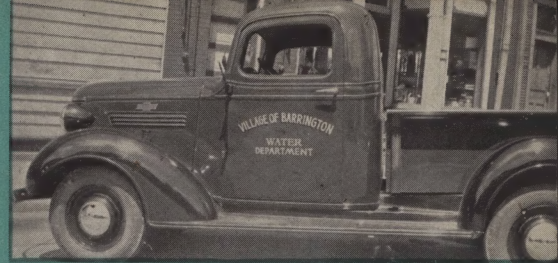
"In this same box I have enclosed an envelope containing several snapshots of the various gold leaf jobs that I have done. Needless to say, they were all done with Hastings XX



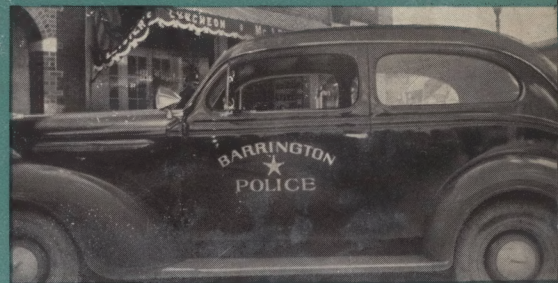
A good-looking job with Hastings.



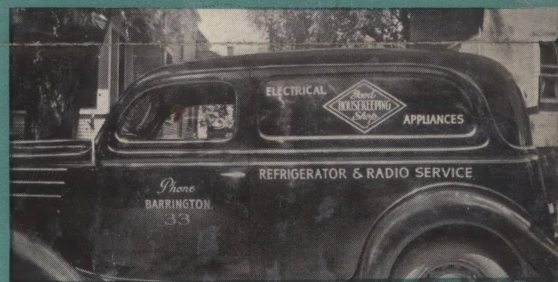
Gold Leaf beautifies hardware truck.



Even the Water Department gets Gold Leaf.



Gold Leaf adds to the majesty of the law.



Another Barrington truck by Grebe.

Deep or Patent. I have used it for over 20 years.

"I can safely say that 80% of all the trucks I letter are done with gold leaf. This is because I am sold on it myself and I am sold because of the repeat business I get from them. I sell my customer a gold leaf job and two, three or four years later when he trades in the truck, the sign is still good. That is the reason he comes back for more. If it is a paint or aluminum job, you know what it looks like in less than two years, and about that time Mr. Customer looks for a new sign man. I have never seen it to fail."

Palladium Leaf Is "Tops"

We quote directly from a letter received from the Cannon Shoe Company of Baltimore, Maryland:

"In our reply to your recent letter requesting information in reference to Palladium Leaf on all sign work jobs which we award. We have had excellent results from this product and are glad to recommend it."

The sign work referred to in this letter is lettering on glass.

Did you know that a mould of 1000 pieces of goldbeater's skin requires the gut of about 400 oxen?

Gold Leaf on Carrara



We are indebted to the Koerts Paint and Glass Company of Kalamazoo, Michigan, for the above bank sign job on modern Carrara glass. Lettering was done with Hastings Gold Leaf.

From the Mail Bag

THANKS to Mrs. Ruth H. Tyler of Neosho, Missouri, for her very interesting letter. Mrs. Tyler says she has been married to the same "fella" for twenty-three years and him a sign man" and that for years she has been reading every issue of the Hastings XX-tra. The following is a quotation directly from her letter:



"I've painted everything from the bedroom furniture to dried weeds! I followed that old fad of polychrome and used to decorate small vases, lamps and picture frames with heavily embossed design in gold.

"I want to tell you about a little antique gold slipper that I did in gold leaf. This is one of those small metal affairs with stuffing and a velvet cover to be used as a pin cushion—remember? Well, it is quite valuable now as an antique but was tarnished and faded. I took it apart, varnished it and had 'him' bring me some gold size and old books of gold leaf. After much rag-tag and bob-tail and quite a few bad words—it was finished! It is lovely!

"Everyone admires it so much and I have a new respect for my husband's patience. HOW ON EARTH has he fiddled with that fragile stuff all these years? It's like trying to piece a quilt out of butterfly wings!"

Preaches and Practices



Mr. G. A. Arthur, of Mohns Brothers Company of Milwaukee, Wisconsin, jobbers and distributors in painters' and paperhangers' supplies, sent us the above picture, which we think is a mighty fine job.

We quote below from a very friendly letter recently received from the Slocum Sign Company of Boston, Massachusetts:

"We receive your Hastings XX-tra regularly (for which we wish to thank you) and enjoy every line in it. We also wish to thank you for your very liberal offer and generosity in supplying advertising matter to the sign trade."

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Gold Leaf for Lobby



Above is the beautifully redecorated lobby of the Robert E. Lee Hotel in Winston-Salem, N. C. Hastings Patent Gold Leaf was used in the ornamentation. Your local clubs and hotels are excellent prospects for such work.

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Did You Know That -

One ounce of gold can be beaten to cover from 175 to 200 square feet?

That finely powdered burnt gypsum, or "brime" which is applied to the gold-beater's skin to prevent any possible friction, is dusted on with the hind foot of a Belgian hare, because the hare's foot will outlast the best brush ten times?

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Extra Christmas Money in Returning Gold Waste

Don't forget we are always glad to help you redeem your skewings and other gold waste. Gather up your old cotton, cloths, etc., containing particles of gold, and send to us for re-smelting. You will receive our check for full value at market prices.



Gold Cutter Bess: "This is a wonderful age, Gus. Horseless carriages, boneless hams, and wireless telephones. Can you think of anything to beat that?"

Gold Beater Gus: "Sure! Wifeless matrimony!"

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Altho of wealth I have my share
It seems so very funny
That when my wife embraces me
I find I'm "pressed for money."

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A man and his wife were in an English shooting party where each couple stands behind a butt and fires at the birds as the beaters drive them out. A bird flew up and a man fired. A red-faced man stuck his head out of the next butt and exclaimed angrily:

"Watch out what you're doing, sir! You almost hit my wife!" The flustered gentleman who had fired the shot hardly knew how to make an apology. Finally, he turned and pointed at his own wife.

"Here," he said, "have a shot at mine."

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While Henry's wife was away visiting her mother last Summer, Henry was having so good a time that he had to pawn a suit of clothes to get a little extra pocket money. Just before his wife's return he managed to get enough money together to redeem his suit.

The following day his wife came across the coat with the pawnbroker's tag on it and asked him what the tag was doing on the coat.

"Oh, I was at a dance and checked my coat," Henry told her. He thought he got away with this story most beautifully until she came across the trousers the next day with the same kind of tag on them. "Say!" she yelled. "What kind of a dance was that you went to, anyway?"

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After thinking it over a while, New York City has decided to forego the million-dollar occupancy tax on store signs and displays. Somebody's golden goose laid an egg.

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